



January 8, 2015

Memorandum

To: Heather Pope, Redevelopment Director
Columbus Redevelopment Commission

From: Michele Walter & Lynette Turner

Re: Comparable Case Studies

AMS has been researching comparably sized amphitheater venues for the purpose of selecting three venues for benchmarking purposes. Information will be collected and studied regarding the venues' programs, operations, finances, facility use, staffing, policies, operating revenues and expenses, etc. Best practices and challenges will be identified, and learnings will form the basis for operating recommendations and inform the financial pro forma for a renovated Mill Race Park Amphitheatre. As was discussed at the committee kick-off meeting, locating venues that model exactly what you plan to create in Columbus may not be possible, however, we have located venues that have a sufficient number of characteristics that will prove beneficial with additional research.

When selecting the case studies AMS kept in mind seating capacity, proximity to other cities, population, operating structure and program offerings. Below please find a synopsis of the three venues. Additional research will provide more detail in each of the areas noted above.

First Security Amphitheater

Location: Little Rock, Arkansas

Population: 196,537

The Little Rock-North Little Rock-Conway, AR Metropolitan Statistical Area, is comprised of 724,385 people. Surrounding cities are Memphis, Jonesboro and Fayetteville

Seating Capacity: 8,375 seats

Owner/Operator: City of Little Rock/Little Rock Convention & Visitors Bureau

Description: The amphitheater is located in an area which was once desolate, but has now been revitalized into the River Market District, which encompasses a ten block area of the city where the amphitheater offers a spectacular view of the Arkansas River.

Programming: The venue offers concerts and events. Concerts have included Luke Bryan, Bon Iver, Marco Antonio Solis, Casey Donahew Band/Brantley Gilbert, and Arkansas Sounds. Other events include Riverfest and the July POPS! On the River celebration. National tours and local performances also perform at the venue.

Artpark Amphitheater

Location: Lewiston, New York

Population: 2,697

Metropolitan Statistical Area is comprised of 1,135,509 people in the counties of Erie and Niagara, in Western New York. Surrounding cities include Buffalo, Lackawanna, Lockport and Niagara Falls.

Seating Capacity: 10,000 seats

Owner/Operator: State of New York/Artpark & Company

Description: Earl W. Brydges Artpark State Park is located in the Village of Lewiston in Niagara County, New York. The Park includes a Mainstage Theater, Theater Terrace Lounge, Picnic area and the Outdoor Amphitheater. This venue provides an example of engaging or creating a not-for-profit and sub-contracting them to program the venue. In 1997, Artpark & Company, Inc. entered into a three-year licensing agreement with the State of New York to manage the programming of the Park and has been extended through 2017. Artpark's Outdoor Amphitheater sits atop the Niagara River Gorge, which provides a scenic backdrop.

Programming: The venue offers concerts. Summer concerts included Daryl Hall & John Oats, Windspread Panic, Ringo Starr and His All Starr Band, Aretha Franklin, Sammy Hagar and Heart.

The John C. Dunham Pavilion

Location: Aurora, IL

Population: 199,963

Located an hour outside of Chicago, Aurora is part of the Chicago-Naperville-Elgin, IL-IN-WI Metropolitan Statistical Area which is comprised of 9,537,289 people. Surrounding cities are North Aurora, Naperville, and Montgomery

Seating Capacity: 8,500 seats

Owner/Operator: Aurora Civic Center Authority. Operated by the Paramount Theatre

Description: The John C. Dunham Pavilion is located on the 30-acre grounds of RiveEdge Park, along the Fox River, on the 30-acre grounds of RiverEdge Park, open year-round and host to an array of outdoor activities. The grounds has, in addition to the concert pavilion, a river walk, bike path and pier.

Programming: The venue hosts local bands as well as well-known acts. In 2013/2014 entertainment included Bridgit Mendler, Bruce Hornsby, Get The Led Out-The American Led Zeppelin, Boston, 10,000 Maniacs, Jennifer Nettles, Blues on the Fox Festival and the Under The Sun Tour (Uncle Kracker, Sugar Ray & Blues Traveler).